

FIG. 1

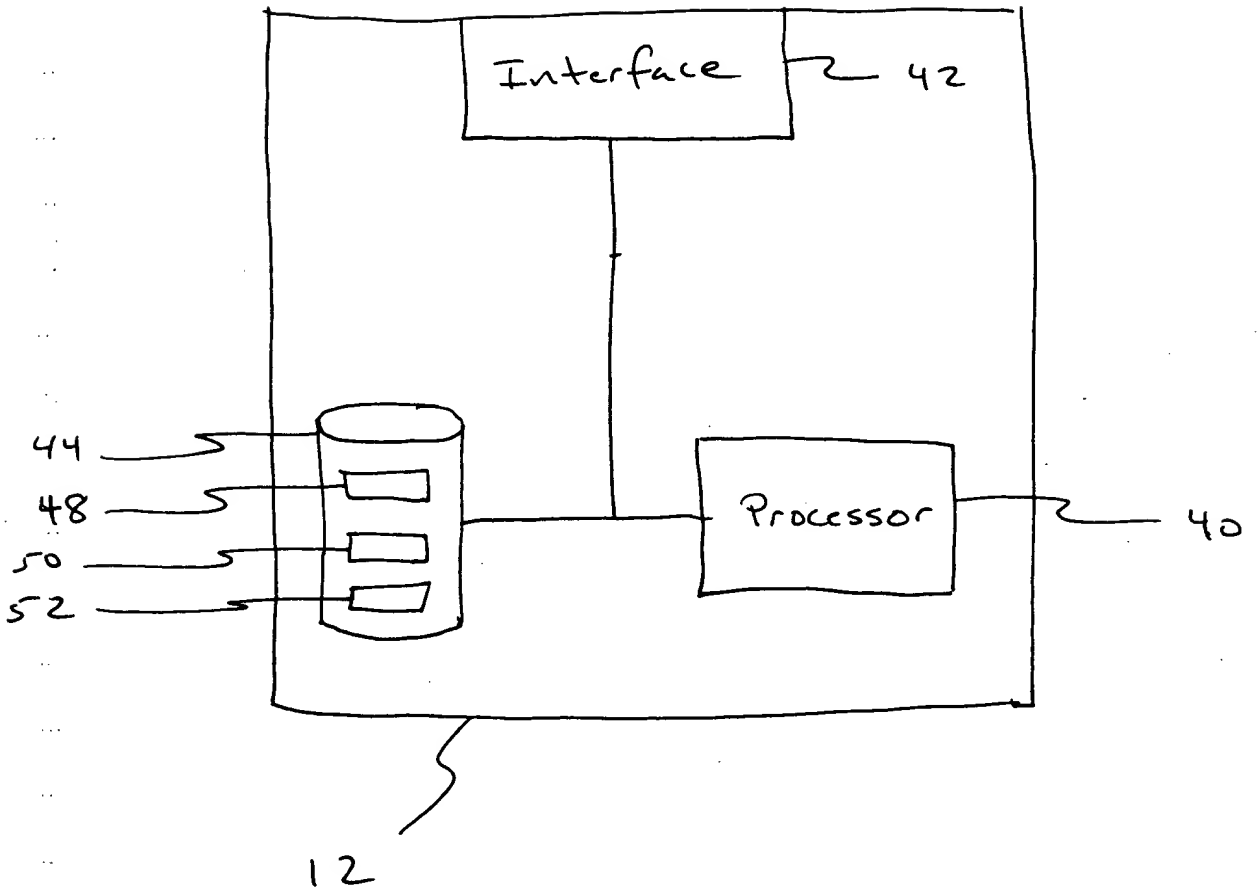


FIG 2

62

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Promotion ID	UPC	Manufacturer	Retailer	Geographic Target	Start Date	End Date	Units Sold	Rebates Claims	Breakage (%)	Disbursement Option 1	Disbursement Option 2	Disbursement Option N
5897	8458 Inc.	Widget Mfg.	Widget Sales	National	12/12/1999	12/12/2000	100000	40000	60%	\$50 Rebate	none	none
5898	8792 WidgetTec	Widget Sales	Widget Sales	Dallas	1/1/2000	1/1/2001	5000	2500	50%	\$40 Rebate	Distributor's Gift Certificate	none
7203	1354 WidgetTec	Widget Warehouse	Widget Warehouse	TX, CA	4/1/2000	1/1/2002	0	0	0	\$30 Rebate	\$40 Distributor's Gift Certificate	\$50 Manufacturer's Credit

50

FIG. 3

Handwritten notes on the left margin.

Transaction ID	Promotion ID	Name	Address	Personal Information	Purchase Information	Disbursement Option	Status	
47315	5898	John Smith	4650 Cindy Lane	50 year old smoker	3/14/00 from Widget Sales	\$60.00 gift certificate	pending verification	84
47316	5898	Bill Nabor	4651 Cindy Lane	20 year old computer hacker	2/17/00 from Widget Sales	\$40.00 rebate	authorized	86
...								
59327	7203	Phil Jackson	823 Mill Lane	50 year old coach	4/20/01	\$30.00 rebate	awaiting mail in form	88

82

62

80

52

Fig 4

FIG 4

# Widget Manufacturers, Inc.

100

62 Promotion ID: 08517

UPC: 059280000200

Product Description: Widget Carrying Case

Manufacturer: Widget Manufacturers, Inc.

Retailers: Widget Warehouse  
Widget Store

Geographic Target: Texas  
California

Start Date January 1, 2000 End Date: January 1, 2001

Disbursement Option: 2

☐ cash rebate value: \$50.00

☒ gift certificate comment:

☐ manufacturer credit

☐ custom

first previous next last

cancel

enter promotion

102

FIG 5

# CHOOSE A PRODUCT

Search Results for : Widget 124

120

Product / Manufacturer	
5 Port Widget	WMI
10 Port Widget	WMI
Widget Carrying Case	WMI
Widget <del>Adapter</del>	WidgetTech

122

New Search

search

Access Product Index

GO

FIG 6

# Fill Out Your Information

130



Widget Carrying Case  
\*this item must be purchased  
between 1-1-2000 and 1-1-2001

First Name   
Last Name   
Address   
City   
State  Zip   
Phone   
Email

32  
66

Age  optional  
Occupation  optional  
How did you hear about this rebate?  optional  
Purchase Date  Store   
Purchase Price  Location

How would you like to receive your rebate?

- ☐ \$30.00 rebate
- ☐ \$50.00 gift cert.f. cate to Widget Warehouse
- ☐ \$60.00 credit on Widget products
- ☐ 3 year extended warranty

Click 'Next' to proceed.

Fig 7

Joe Smith  
4600 Candy Lane  
Dallas, TX 75201  
Transaction ID:100000257

place  
stamp  
here



Forward [Department No :745]  
Forward Rebate  
P.O. BOX 9018  
COPPELL, TX - 75019  
USA



Rebate Value: \$100.00  
Valid Dates: 11-1-1999 to 1-31-2000  
Card Scan Exec/Palm Organize  
This item must be purchased between 11-1-1999 and 1-31-2000 in order to process a rebate.

Serial Number:

tape original register receipt here

tape UPC symbol here



24

Fig 8



CONGRATULATIONS! YOUR REBATE IS READY

How would you like to receive your rebate?

☐ \$70.00 Credit to purchase:

☐ Widget Service Pack, \$100.00

☐ Widget Software Upgrade, \$70.00

☐ One year unlimited warranty, \$70.00

☐ Three year unlimited warranty, \$100.00

TOTAL

check out

☐ \$60.00 Credit on Widget Products

☐ \$50.00 gift certificate to Widget Warehouse

☐ \$30.00 rebate

process choice

browse

Fig 9

Widget Manufacturer Inc.

Promotion Status

Widget Accessory Promotion  
5-4-2000

Promotion ID: 08517

Manufacturer: Widget Manufacturers, Inc.

Start Date: 1-1-2000 End Date: 1-1-2001

Product ID	Product Description
2587	Leather Carrying Case
2588	Nagahide Carrying Case

Retailer	Units Sold	Rebates Claimed	Disbursement Option 1	Disbursement Option 2	Breakage (%)
WW	10,000	3,000	2,000	1,000	70 %
WS	4,000	1,000	400	600	75 %
total	14,000	4,000	2,400	1,600	71.5 %
<hr/>					
Target Area					
TX	6,000	2,400	1,000	1,400	60 %
CA	8,000	1,600	1,400	200	80 %
total	14,000	4,000	2,400	1,600	71.5 %

Disbursement Option	Description	# claimed
1	\$50.00 Gift Certificate	2,400
2	\$ 25.00 Cash Rebate	1,600

FIG 10

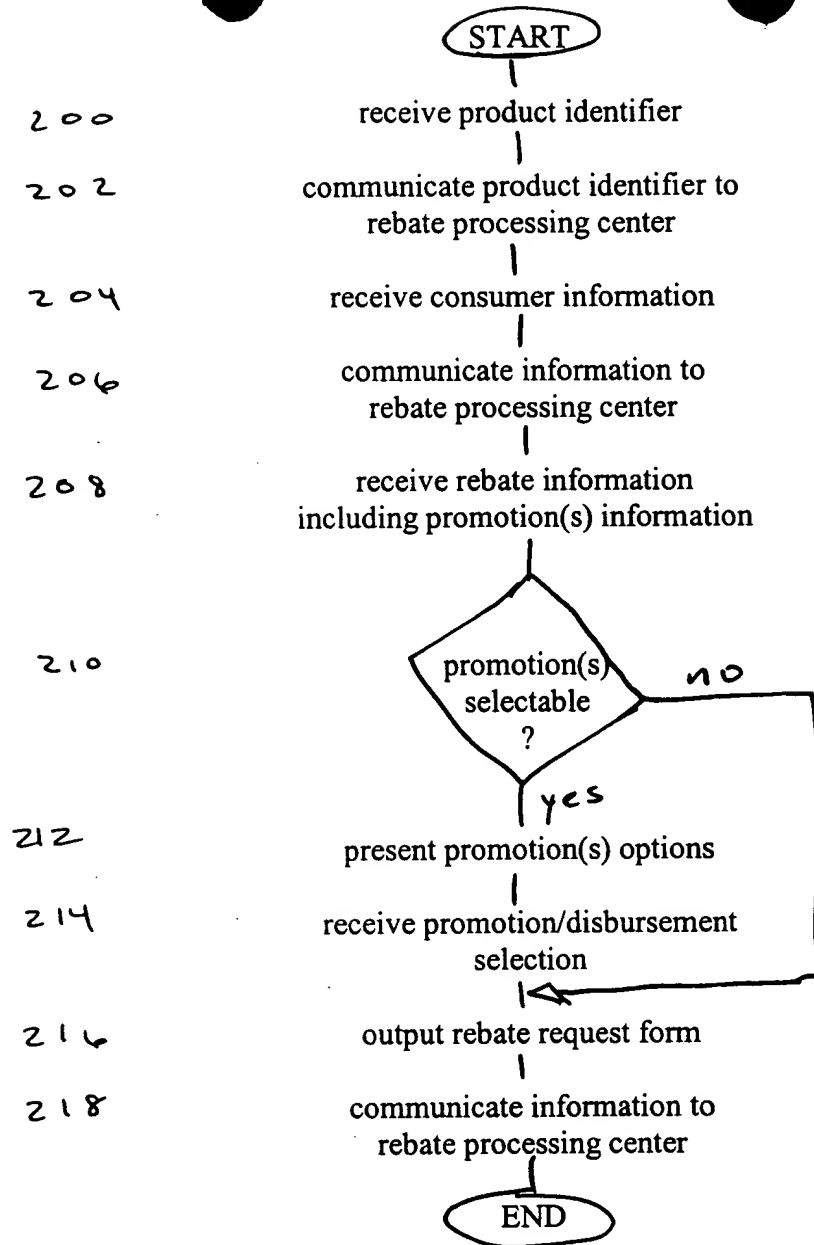


FIG 11

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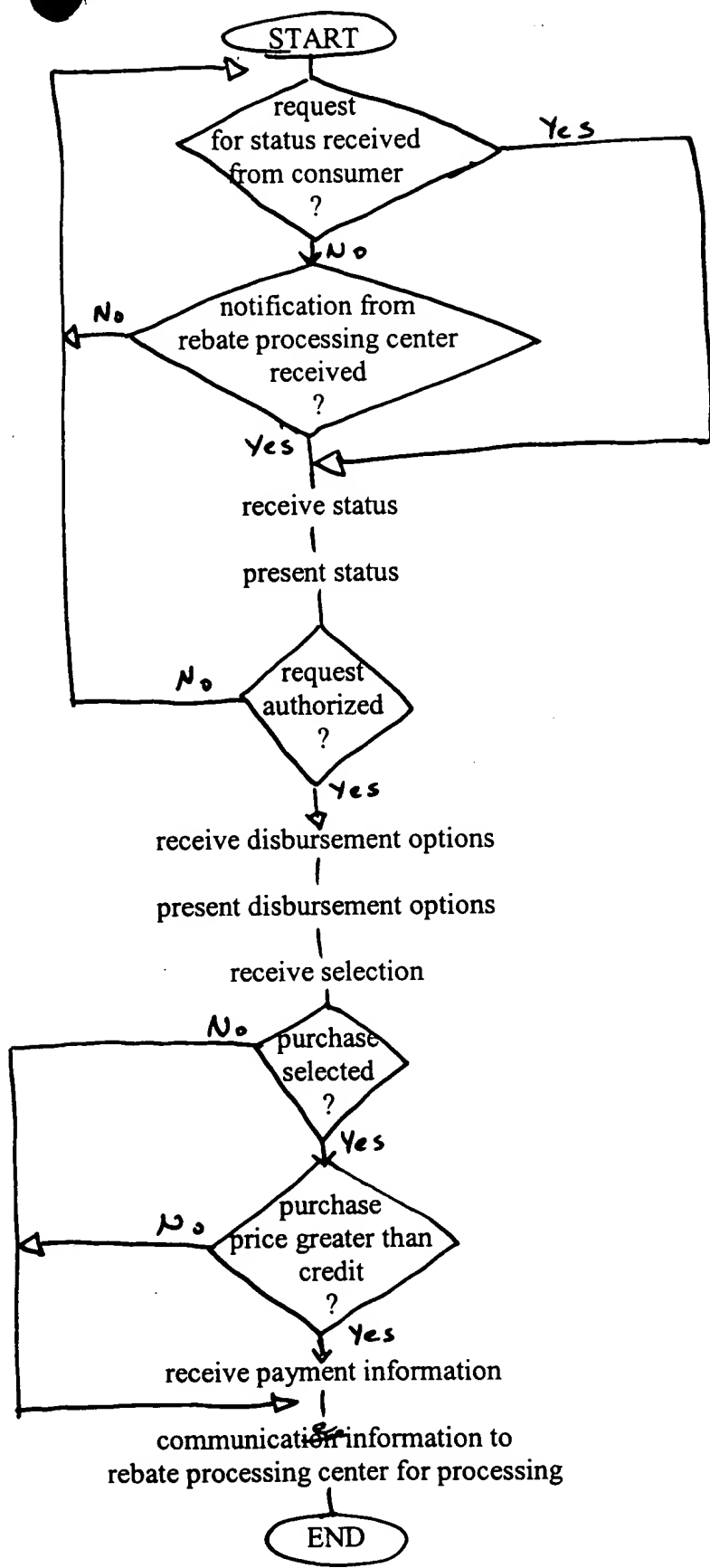


FIG 12

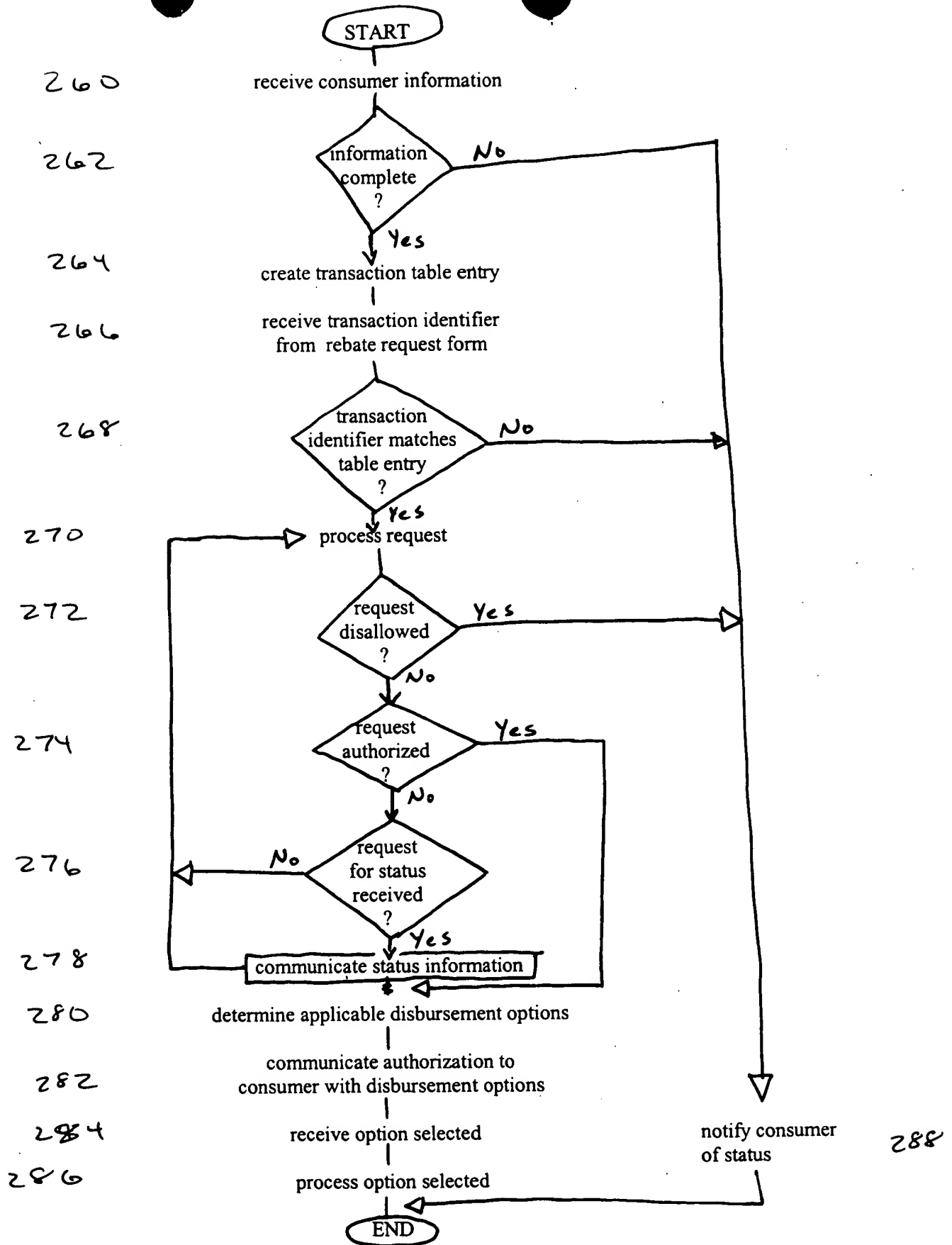


FIG 13